

Town Of Lovettsville Oktoberfest Celebration

September 24-26, 2010

Dear Business Owner,

The Town of Lovettsville is proud to host the 17th annual Oktoberfest celebration September 24-26, 2010. The Town will come alive with food, crafts, entertainment, celebrate our German heritage and promote the community in our Town. By way of this letter, we invite you to participate in this festival. Attached you will find a Vendor and Sponsor Application Package. This package includes all the forms and additional information you will need to become a vendor or sponsor of this event.

Please note that applications are due **August 2, 2010** in order for your company to be advertised in the event program and location of your booth on the printed map. If the application is submitted by July 15, 2010, vendors will receive an early discount. During the 2009 Oktoberfest celebration the Town hosted over 70 Vendors during the one day event. We look forward to your participation and hope to see you there.

If you have any questions please do not hesitate to contact us at Oktoberfest@lovettsvilleva.gov.

mit freundlichen Grüßen (Best Regards)

The Lovettsville Oktoberfest Committee

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Lovettsville Oktoberfest 2010 Vendor Application

Vendor Booths

The booth space will be provided on Saturday September 25, 2010. Individual booth area is 10' X 10'. Spaces will be marked along the Town streets or other designated locations as directed by the Oktoberfest Committee. Only the space is provided; no utilities, tent, or table(s) are provided. A map and your booth number will be provided by email or mail before the event. Alcohol sales are controlled per Virginia ABC Regulations. Vendors are responsible for all permits, licenses & insurance.

All Vendors must review the attached Vendor Guidelines which provides additional information on specific vendor requirements. Retail sales tax will have to be paid according to Virginia State Regulations. This information will be provided in a separate package after the receipt of this application.

This is a rain or shine event. There will be no refunds. All booth set-ups must be completed by 8:45am and vehicles must be removed by 9:00am from the booth location. Booth breakdown is no earlier than 5:00pm. Late arrival may void your participation. It is the responsibility of the vendor to keep the booth and surrounding area clean. Each vendor shall leave the area in the same condition as they found it.

Fees:

Non-Food Vendor Booth:
\$75

Food Vendor Booth (food prepared on site):
\$100

Non-Profit Organization (Scouts, church, civic group)
\$50

Non-Profit Organization - Food Vendor Booth (food prepared on site):
\$75

Food Vendors **must** display a current Loudoun County Health Department Temporary Food Sale Permit and adhere to the regulations set by the Health Department.

Food vendors must reference the attached Vendor Guidelines for additional information on obtaining the Loudoun County Health Department Temporary Food Sales Permit (Also See Guidelines in this packet).

Food Vendors will be responsible for paying a Town Of Lovettsville Meals Tax. This information will be provided in a separate package after receipt of this application.

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Display Advertisements in the Oktoberfest Festival Booklet

To appear in the Oktoberfest festival booklet, provide your business card or a black ink, camera-ready ad of the correct size. This **MUST** accompany your application/payment package. We are not able to provide copy or art work for you in advance of the printing. All ads are black and white.

Deadline is August 2rd, 2010.

The following rates apply:

Business Card Ad:	\$ 30
½ Page Ad (4"x5"):	\$ 55
Full Page (8"x5"):	\$ 105

Sponsorships

This is a great opportunity for your Business to receive exposure and help to support a worthy community event.

As a participating sponsor you will receive:

- 1) A Display ad in the Event Booklet
- 2) Listing on Sponsors' Pages in the Event Booklet
- 3) Listing on the Sponsors' Board at the Main Stage
- 4) Free Booth Space(s) – If Requested (Except for Bronze Sponsors)
- 5) Banner in Main Tent

Titanium Sponsor: \$ 1000

- Full page ad (8"x5") in Festival Booklet, 2' X 8' Banner, Triple Booth Space, if requested on page 6.

Platinum Sponsor: \$ 750

- Full page ad (8"x5") in Festival Booklet, 2' X 6' Banner, Triple Booth Space, if requested on page 6.

Gold Sponsor: \$ 500

- Half page ad (4"x5") in Festival Booklet, 2' X 3' Banner, Double Booth Space, if requested on page 6.

Silver Sponsor: \$ 250

- Half page ad (4"x5") in Festival Booklet, 2' X 3' Banner, Single Booth Space, if requested on page 6.

Bronze Sponsor: \$ 125

- Business Card Ad in Festival Booklet, 2' X 3' Banner.

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Specialty Sponsor

Specialty Sponsors have the opportunity to cover the costs associated with specific activities or large purchases for this event. Below are examples of items that need specialty sponsors this year. If interested in sponsoring an activity that is not listed, please contact the Oktoberfest Committee, we can help you identify other opportunities.

Main Tent:	\$4500
German Band:	\$1500
Jazz Band:	\$1500
Kinderfest/Kids Play Area:	\$1500

A Specialty Sponsor will receive the following:

- Listing as a Main Sponsor in all Newspaper Advertising if received by August 3rd, a Full Page 8"x5" ad in the Festival Booklet, 2'X8' Banner Located at the Main Tent, Triple Booth Space if Requested.

Donations **(Friends of Lovettsville Oktoberfest)**

If you find that you do not want to be a Vendor or a Sponsor, please help Lovettsville continue our celebration of heritage and community by providing a donation to the event.

All donations will be acknowledged in the Festival Booklet. THANK YOU!

\$5, \$10, \$25, \$50, \$100, Other

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Vendor Guidelines

GENERAL

- Vendors are expected to display from 10:00am and through 5:00pm on September 25, 2010. Entertainment will continue on the main stage until 9:30pm.
- Streets are closed to vehicles from 9:30am to 5:00pm.
- No generators allowed unless they are quiet and self enclosed. If you have questions about generators please contact the Oktoberfest Committee.
- All vendor activities must be suitable for a family event. Offensive materials, ads, or public displays will be removed and participation refused.
- The vendor/restaurant is responsible for having an ABC license covering alcohol sales at the event. Consumption of alcohol is restricted to designated and permitted areas as required under Loudoun County and/or ABC regulations.
- Do not block private drives, entrances or doors. Be respectful of private property.
- Vehicles must be parked in designated areas only. Do not park in private or business parking lots, including the BB&T Bank, Town Hall or Post Office parking lots.
- Booth setup is from 7:00am and no later than 8:45am. Remove vehicles to approved areas by 9:00am at the latest. Late arrival could void your participation. Each vendor must keep their booth and surrounding area clean and leave area in the same condition as they found it.
- Booth breakdown is not permitted before 5:00pm.
- An Information Booth, which also serves as a Lost Child area, will be located near or in the Main Tent and be staffed throughout the day.
- All General Guidelines and/or Vendor Safety Guidelines provided will be adhered to.

FOOD VENDORS

- Must display Loudoun County Health Department Permit. Please download Health Permit application at: <http://www.loudoun.gov/default.aspx?tabid=2182> & click on Question 3/Temp Food Application; or by calling: 703-777-0234. This application and check MUST be sent to the Lovettsville Oktoberfest Committee with your vendor application. We then compile all applications and forward them to the Health Department (per Loudoun County Government) as one pack (unless you have an existing permit).
- Must cover food handling areas and must provide for hand sanitation.
- Must provide trash receptacles for customers and use heavy-duty plastic bags.
- Place all sealed trash neatly and tightly at the nearest curb **during and after** the festival for pickup.
- Must provide properly rated fire extinguishers.

SAFETY

- Emergency Medical Service and County Sheriff protection will be present and will enforce traffic and control issues.
- All vendors will receive inclement weather information once confirmed.

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**PLEASE FILL OUT THIS VENDOR/SPONSOR APPLICATION COMPLETELY AND
RETURN SHEETS WITH YOUR CHECK MADE OUT TO: "LOVETTSVILLE
OKTOBERFEST"**

Business Name: _____
 Contact Name: _____
 Mailing Address: _____
 Email: _____ Ph: (day) _____ (eve) _____

Please describe your booth activity/product so that we may best position your booth as well as include your business in our vendor index in the Oktoberfest Booklet:

Non-Food Vendor Booth	Each	Qty	Total
	\$ 75	_____	\$_____

Food Vendor Booth (food prepared on site)	Each	Qty	Total
	\$100	_____	\$_____

Non-Profit Org (Scouts, church, civic group)	Each	Qty	Total
	\$ 50	_____	\$_____

Non-Profit Organization - Food Vendor Booth	Each	Qty	Total
	\$ 75	_____	\$_____

Display Advertisement in the Oktoberfest Booklet (Must Accompany Application):

Business Card Ad	\$ 30	\$_____
½ Page (4"x5") Ad	\$ 55	\$_____
Full Page (8"x5") Ad	\$ 105	\$_____

Sponsorship: Type: _____ No. of Booth Spaces requested _____ \$_____

Specialty Sponsorship: Type and Number of Spaces: _____ \$_____

Donation: _____ \$_____

Early Application Discount (before July 15, 2010): - \$20 \$_____

Total Amount: \$_____

**Full payment is due with application to insure booth assignment or acceptance
of Sponsors**

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Important - For Sponsors Only:

FILL IN THE FOLLOWING BOX- THIS IS HOW YOUR BANNER WILL READ (no graphics please):

PRINT DESIRED BANNER INSCRIPTION IN THIS SPACE. MAXIMUM OF THREE LINES ALLOWED.

By signing the application, you acknowledge that you understand the terms and conditions of the festival and you agree to adhere to the spirit and intent of the conditions as stated by the Lovettsville Oktoberfest Committee and the Town of Lovettsville.

Vendor/Sponsor Signature_____ Date_____

RETURN BY MAIL BY **AUGUST 2, 2010**

Mail a signed copy of this application (sheets 6 and 7) with payment to:

Lovettsville Oktoberfest
P. O. Box 209
Lovettsville, VA 20180

Make checks payable to:
Lovettsville Oktoberfest

In order to avoid duplication, only the first paid application for a representative of a group or franchise will be accepted. Please photocopy this application for your records and return the original along with payment in full to be assigned a booth. An acknowledgment of your application and information about your booth will be sent to you by email or US mail prior to the festival.

The deadline for all applications is **August 2, 2010.**
The best policy is to mail your application today!

For further information or questions please, contact the Oktoberfest committee at
Oktoberfest@lovettsvilleva.gov